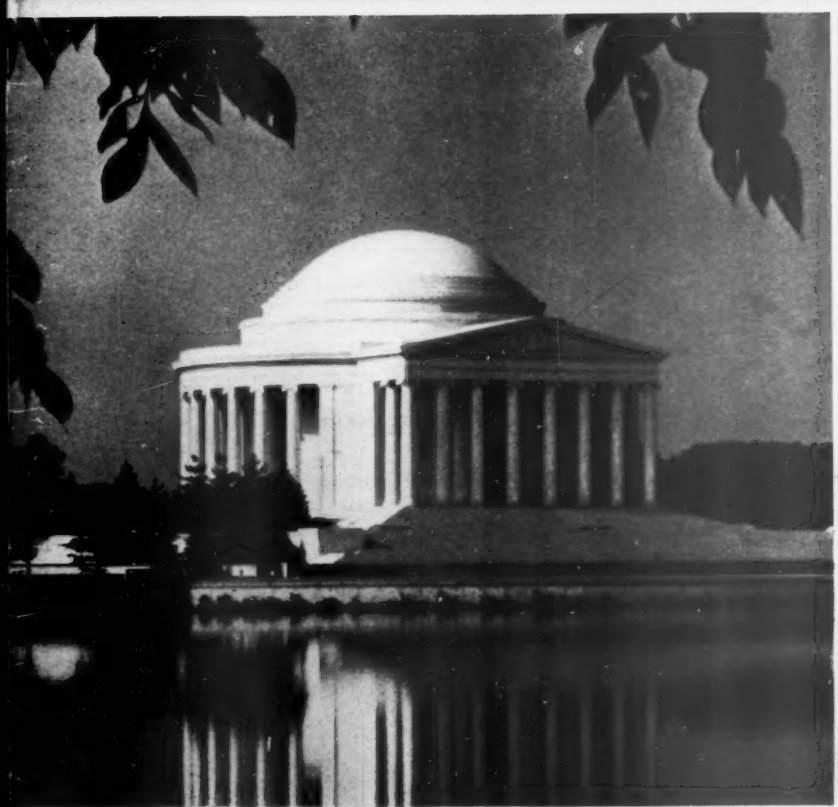
STWE REVIEW



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THIS IS S.T.W.E.

The objectives of STWE are to advance the profession of Technical Writing and Editing by:

* Developing and establishing standards and a code of ethics
* Stimulating the exchange of ideas, knowledge, philosophy and techniques
* Acquainting others with the profession

The SOCIETY OF TECHNICAL WRITERS AND EDITORS was formed in 1957 by the merger of the Association of Technical Writers and Editors (TWE) and the Society of Technical Writers (STW). The Society is the largest professional organization in the technical publication field.

Both founder societies were originated in 1953 by groups of Technical Writers and Editors who had long felt the need for a professional society composed of persons in the technical field. These groups realized that thousands of serious members of the profession wanted to enjoy the benefits of participation in a professional organization devoted exclusively to their interests.

The formation of both groups was greeted with enthusiasm and tremendous interest. Within a few months requests for information and membership applications were received from thousands of potential members in all areas of the United States and Canada.

As soon as their formative years had passed, the two organizations began actively cooperating in joint activities. In 1956, TWE and STW staged the first National Meeting of Technical Writers and Editors at the Hotel Statler in New York City. This two-day meeting featured prominent speakers and informative exhibits covering all phases of the technical publications field.

The outstanding success of the national meeting demonstrated the mutual advantages of their cooperative efforts and merger proceedings began during the meeting. The merger was completed at the 1957 STWE National Meeting with the formation of the SOCIETY OF TECHNICAL WRITERS AND EDITORS, the outstanding professional organization in the technical publications field.

STWE recognizes that the real worth of an organization is measured by its activity in projects which will benefit its membership. STWE is much more than an organization. STWE believes in helping those who are interested in helping themselves. Its ideals and concepts serve as incentives to writers and editors who are interested in their professional futures and will do something about it. Many men and women who participate on STWE committees are putting real meaning into their careers. Active committees include Publications, Program, Finance, Education, Standards and Ethics, Chapter and Affiliations, Membership, National Meetings, Public Relations, Constitution and By-Laws, Historical, Speakers Bureau, Liaison with Industry, Special Projects and Promotion of the Profession.

One reason for STWE's rapid rise as a professional society is the support it receives from Industry, Education and Government.

Major corporations across the breadth of the United States and Canada are supporting STWE. Support is received from many industries of higher learning in many ways including outstanding speakers for STWE national and local meetings. Many top educators have become members. Staff members of leading research foundations and government agencies also have joined forces with this growing organization.

Large-scale, national meetings are held annually and feature programs of wide interest. Lectures are given by prominent speakers and recognized leaders in the Technical Writing and Editing fields from Industry, Education and Government.

Chapter meetings and programs afford opportunities to exchange ideas; to broaden your contacts; to participate in activity in your area.

STWE is pledged by its Constitution to advance the Technical Writing profession and to promote professional recognition for qualified members. Professionalism cannot be attained by self-declaration. First, it is necessary to establish the highest standards for the profession and to maintain those standards at every level. To attain this goal the vigorous support and cooperation of every serious Technical Writer, Editor, Illustrator and those who are actively interested in technical publication is needed.

Existence of an organization such as STWE benefits all members of the profession whether or not they are members of STWE. The larger STWE becomes, the more effective will be its assistance to the individuals who are earnestly seeking professional achievement and recognition.

If you are presently employed as a Technical Writer, Editor, Illustrator, Cataloger, Librarian, Technical Copywriter or in any position in the Graphic Arts field, or have a "continuing interest in technical publications," you can become a member of STWE today.

Write today to: Norma J. Kennedy, Office Manager, Society of Technical Writers and Editors, P.O. Box 3706, Beechwold Station, Columbus 14, Ohio. Ω

PAUL KENNEDY

Treasurer Paul Kennedy comes from the small town of Mt. Pleasant in Michigan's lower peninsula, where he was born in January, 1924. After finishing high school in Mt. Pleasant during his sixteenth year, he moved onto the University of Michigan in 1940. Then, like so many young men of that memorable era, he was prevailed upon, in January of 1943, to pursue things of another nature, which he pursued faithfully around the Mediterranean and through Sicily and France as a member of the Chemical Warfare Service.

After this three-year interruption, Paul returned to the University of Michigan, and there followed a period during which he can point to three major accomplishments: his marriage to Norma (Wood) Kennedy, the birth of a son (now an eleven-year-old freckled redhead replica of his dad), and a Bachelor of Science degree in engineering.

Paul's technical specialty is metallurgy. After graduating from the U. of M., he became a foundry metallurgist for the Climax Engineering Company of Clinton. Iowa, and later a test metallurgist for the Cadillac Division of General Motors. A position as research metallurgist brought him to Battelle Memorial Institute in 1951, where he later took on his present duties in the Institute's Editorial Office.

Technical reports are Battelle's primary product, and the story of Paul's professional activities should sound familiar to many a STWE member—droves of reports from over forty research divisions embracing practically all of the physical sciences; seemingly countless numbers of pages across his desk annually and the consequent strain on his mental agility. Like all good technical editors, Paul takes pride in the quality as well as the quantity of his work.

Family, home, school, church, and STWE occupy most of Paul's spare time, but some is devoted to his hi-fi equipment and short-wave radio hobbies. He claims to be a do-it-yourselfer, but admits that sometimes he is forced to alibi and even to call for help. Shall we all agree that it's often better to let a professional do it, for example in editing technical reports?

KENNETH G. TONG

Kenneth G. Tong is Advertising Manager for the *STWE Review*. He was Advertising Manager for the *STW Review* in 1956 and 1957, prior to the merger of Societies. He also acted as Business Manager for the *STW Review* in 1957.

He is Publications Manager at High Voltage Engineering Corporation in Burlington, Mass. High Voltage is the world's largest Corporation devoted to the manufacture of Nuclear Particle Accelerators and associated equipment. This equipment is used for Nuclear Research, Radiology, Radiography, Radiation Chemistry, Radiation Sterilization, Radiobiology, Nuclear Reactor Engineering and the industrial processing of food and drugs. Mr. Tong has been Publications Manager at High Voltage since 1954. The average Technical Manual published by Mr. Tong's department is 250 pages including 70-80 half tones and diagrams. The department handles all phases of the publications required by High Voltage. During the year 1957 Mr. Tong's department published 40 Books, Bulletins and Brochures.

Prior to his association with High Voltage Engineering, Mr. Tong was employed by Myrbeck and Jacobs Company in Quincy, Massachusetts. He attributes a large portion of his professional skill to the experience and training he was able to gain while employed with Myrbeck and Jacobs. They have long been regarded as an excellent on the job training school for Technical Writers and Editors.

In addition to Mr. Tong's duties at High Voltage Engineering Corp. he was appointed a director of Experience Associated Incorporated during 1957. This is a firm, located in Newton, Massachusetts, specializing in the production of all phases of all types of publications. This company is presided over by a man well known in the publications field, Dr. Francis Achard. Experience Associated is made up of personnel who have all had extensive general experience in the publications field and have specialized in at least one particular phase.

Prior to entering the field of technical publications, Mr. Tong was employed by the Central Intelligence Agency in Washington, D.C. The nature of his work there is confidential.

Mr. Tong is a veteran of the Korean war and was discharged in June 1951. His tour of duty was 3 years and 9 months with a Communications Intelligence Unit. The schools he attended and the experience he

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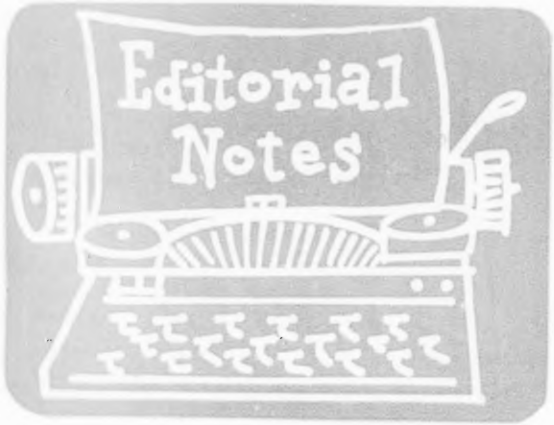


MEASURE:

any standard of reference to which something is valued or estimated; a criterion (Webster).

The convention is a time to measure the work of the past year and plan for next year. Our president prepared a statement of purpose for this year. We are publishing this now, before the convention, so that we may discuss and profit by our successes and failures of the past year when we meet in Washington.

STWE PLANS FOR 1958-59

The origins of the Technical Writing and Editing movement are known to most of you. A huge quantity of groundwork has been done by many people in "pulling us up by our bootstraps" to the position we occupy today—a society with some 2000 members, 33 chapters, a very well organized volunteer effort manning 15 committees, and publishing a *Review* and a *Newsletter*. They have left to us a going concern, complete with an "esprit de corps" which is now standing us in good stead as we cope with the present rather trying period.

We have come thus far on the crest of the initial wave of enthusiasm and now we must look to the future with real purpose and willingness to work hard. I want to suggest to you that we, the practitioners in this field can, and must, make this movement a "profession." To do this your National Board can provide management of your Society's business affairs, leadership in your activities and can offer certain services, all directed at this goal; thus *you may expect from your Executive:*

The execution of a general watching brief for the purpose of ascertaining, protecting, and advancing your interests. To implement this brief, your Board has set up the standing committees designated in the Constitution and has set for them "terms of reference" designed to direct and guide them throughout their terms of office.

COMMITTEES:

Membership Committee—

(1) A continuing program of membership promotion:
   a. Goal—maintenance of membership at 2000
   b. Work with Chapter and Affiliations Committee to promote chapters
   c. Special program for "members at large"
   d. Sustaining memberships—work with ad hoc committee, Promotion of the Profession.

Chapter and Affiliations Committee—

(1) Promote new chapters of STWE
(2) Liaison with new and old chapters
(3) Promote affiliation with STWE of any groups logically belonging with us (by reason of common interests, aims, etc.)
(4) Publish instruction and procedure booklet for the formation and conduct of chapters

Promotion of the Profession—

(1) Promotion of Foundation grants
(2) In cooperation with Membership Committee, promotion of sustaining memberships

Publications Committee—

(1) Publish a professional magazine to speak for STWE and the profession, four issues per annum
(2) Establish a *Review* policy and make it known to membership

Newsletter Division—

(1) Publish a Newsletter at least four times per annum (Alternate months with the *Review)*
(2) Establish Newsletter policy

Finance Committee—

(1) Perform the usual duties of the treasury as set out in the Constitution
(2) Receive dues and return an amount determined by the Board to the chapters
(3) Prepare a budget to cover activities and committee programs; i.e. Publications, Convention, Head Office expenses and other expenses (as per logical)

Constitution and By-Laws Committee—

(1) Continuous examination of the Constitution and By-Laws
(2) Suggestion to the Board of possible desirable changes and amendments

Standards and Ethics Committee—

(1) Professional standards (other than educational standards) would cover:
   a. Standards for presenting information
   b. Standards for the principal parts that make up a technical publication
   c. Standards for the tools used in presenting technical information
   d. Standards for publication processes, methods, and production.
(2) The ethics of the profession are deemed to con-

(Continued on Page 28)

RESEARCH, THE ROAD TO A VALID TECHNICAL WRITING CURRICULUM

Reynold P. Rossi & Harold N. Schleich

In establishing curriculum educators have been prone to accept viewpoints and opinions as facts. Training requirements based on these viewpoints and opinions are detrimental to the overall objective of developing new technical writers.

For the past ten years there has been a critical shortage of skilled technical writers. The indications are that this shortage will become more acute, unless a successful educational program can be devised for developing new technical writers.

Current educational programs fall far short of achieving this objective. Most of these programs are additions to existing curricula which do not serve the specific needs of the technical writer. Many are designed exclusively for those people who are already in the field, and some deal only with parts (English and report writing), without coming to grips with the whole. The failure to devise a program which will develop new technical writers can be directly traced to an inability to establish valid educational requirements.

It is our observation that educators have been prone to accept viewpoints and opinions as facts. Examples of these viewpoints and opinions may be gleaned from representative articles which deal with the requirements for a technical writer. These articles were well conceived and well written. In context, the separate requirements or qualifications do not appear as the generalities that they are. Let us look, however, at a composite of the requirements established by the authors of these articles. According to these authors, the technical writer should have:

an adequate technical background,
a highly specialized technical background,
a diversified background,
a degree in science or engineering;
a basic ability to write,
the ability to express ideas clearly in writing,
an extensive vocabulary,
the ability to use the spoken word;
diversified interests,
an interest in teaching,
an interest in learning,
a broad interest in people and things,
an interest in practical application;
a cool head,
an inquiring mind,
a pleasing personality,
a friendly nature;
analytical ability,
perceptual ability,
power to discriminate,
a preference for working with ideas,
empathy, and a sound sense of balance.

And he must be:

self-confident,
modest and cooperative,
meticulous and reflective,
imaginative;
persistent,
amenable and congenial, and
project minded.

Finally, he must be a "man of the world" with unlimited enthusiasm, who never despairs.

It is important to note that each of the authors have made it clear that he was venturing an opinion. Each author was quick to admit that he was unaware of any reliable data on the subject. And yet, it is on just such viewpoints and opinions that most concepts of the training requirements for technical writers have

been built, concepts which may actually be detrimental to the overall objective of developing new technical writers.

Consider one of these concepts, the concept that a technical writer is in effect an engineer who can write and therefore should possess an engineering degree with additional studies in English.

The occupation of Technical Writer was conceived when it became apparent that the production of technical publications involved different skills from those possessed by the engineer or scientist. And it was born of the need to free engineers and scientists for the work for which they had been trained.

If the premise that different skills are required is correct, then it becomes obvious that training engineers and scientists to write does not develop technical writers and that attempting to make technical writers of engineers does not free the engineers for the work for which they have been specifically trained. Sadly enough, training the engineer to write does little or nothing to alleviate the shortage of technical writers. Engineers so trained are still engineers, and most of them will not embrace a new occupation which has not as yet achieved the status of applied engineering.

It is true that the technical writer should possess a technical background for his subject area. It is not true, as some would have us believe, that the technical writer requires the same educational background as the prime developers in his given technical field. The large number of successful technical writers who do not possess this same educational background bears witness to the fallacy of such thinking. Preliminary studies at Fordham University indicate that the technical writer creates an acceptable presentation of facts or ideas, but does not develop technical data, and that his prime skills are concerned with the development and presentation of the publication. We submit that the technical background required to comprehend and interpret is far different from the technical background required to perform.

Leaving the engineer-writer concept to consider other concepts of education for technical writers, we find none that are based on sound research.

It is axiomatic that you must first clearly define the area for education, before you can educate. The field of technical writing can no longer afford the luxury of generalities nor the substitution of personality traits for required skills. To define the area for education you must understand the specific requirements for the job involved, and to study the job involved you must first arrive at an acceptable definition of the job. This has not been done.

We all know and understand the general definition. It is inherent in the title Technical Writer; that is, one who writes on a technical subject. How much meaning can this definition have for educational purposes? Does the business man who writes a business letter describing the salient features of an equipment or process become a technical writer? Obviously not in the fine sense that delineates the difference between an action and an occupation.

It is this occupational area that must be isolated and defined. It is our opinion that too many other occupations have been abortively included in technical writing under the all-inclusive general definition. Advertising men, journalists, engineers, public-relations men, teachers, scientists, and administrators who happen to devote some or a major part of their activity to writing are thrown into this category.

If the technical writer exists at all as a separate occupation, it must be on the basis of separate, unique skills. If there are no such separate skills involved, then technical writing is not a separate occupation, let alone a profession; and any attempt to establish a curriculum for training technical writers would be presumptuous.

We believe these common separate skills do exist. We *do not believe* that they exist for every job that has been included under the broad definition of technical writer. We believe that the only realistic way to disclose what these skills may be and how to train in them is through applied research. We believe that it is incumbent on educators to base their programs on the results of such research. We believe that, until this is done, it cannot be thought nor stated that a program exists for developing new technical writers. Ω

THE JOB OF THE TECHNICAL WRITER

Few of us have ever met in a group without discussing the duties of a technical writer. The report from Fordham University contains a listings of major tasks and a job description for technical writing. Your executive committee feels this report is important and it is abstracted here.—Ed.*

I. Proceedings

Defining a technical writer might seem redundant. Everybody knows what a technical writer is. OR does everybody? Recently, personnel and employment managers were questioned by personnel of the Center for Technical Publications Studies at Fordham University. The answers led Center personnel to believe there were widespread differences in opinion and practice throughout the technical writing field. Evidence of this situation was sufficient to indicate the need for further study.

Accordingly, Mr. Reynold Rossi, Supervisor of the Center, and Mr. Harold Schleich, Supervisor, Technical Publications Research and Testing Laboratory, Fordham University, invited a group of recognized leaders in the technical publications field from both government and industry to participate in the seminar-workshop study of the problem.

Robert Forsyth, Assistant Professor, Management Department, Manhattan College, and Sr. Training Technician for the New York State Employment Service, explained and demonstrated the principles of job analysis. He also explained that the task facing the group, while permitting of job analysis techniques, could not be called job analysis per se. This, because job analysis deals with the tasks performed by a specific person in a specific job, whereas the group was dealing with a composite picture of different tasks performed by many different people. Professor Forsyth was assisted in the discussion periods following his presentations by Mr. Jack Berkman, Employment Consultant, New York State Employment Service.

A list of thirty-eight individual job elements was developed in the group discussions. Many items were challenged as not belonging properly to the technical writers' job. However, if a task was a normal production element and was performed by the writers of any of the organizations represented, it was listed. These thirty-eight items are not presented here as originally developed because some of the item names used were paraphrasings of the group headings below.

A summarized listing of the 11 major elements which could be considered as tasks of the technical writer job is presented below. This list also contains the specific sub-elements or tasks which were reported as being performed by the "technical writer" in some of the organizations performed by members of the workshop group.

Technical Publications Tasks	No. organizations reporting performance of task by personnel with job title of technical writer.
I. Estimating	
Obtain data for estimate	3
Analyze specifications and format	4
Prepare proposals	7
II. Organizing the job	
Establish methods and procedures	3
Schedule work	4
Plan production	6
III. Researching	
Technical check on square material	3
Test to develop data	3
IV. Preparing the Manuscript	
Organize text	3
Write	17
Plan illustrations	4
Direct preparation of art and photography	8
Evaluate reviewer's comments	3

* A REPORT OF A STUDY TO DETERMINE THE DUTIES AND RESPONSIBILITIES CALLED FOR UNDER THE JOB ENTITLED "TECHNICAL WRITER",, Report prepared June 1957, by Joseph Child and Robert Johnson under the direction of Harold N. Schleich, Supervisor, Technical Publications Research and Testing Laboratory, The Center for Technical Publications Studies, School of General Studies, FORDHAM UNIVERSITY.

V. Editing, Technical	
Inspect text and art	3
Check final copy	4
VI. Editing, Copy	
Literary edit	10
VII. Proofreading	6
VIII. Layout	8
X. Liaison	10
IX. Supervision	5
XI. Purchasing Service and Materials	4

There was a mutual tendency to regard the duties and responsibilities associated with an individual subject field as common to all technical writing jobs. It was necessary to emphasize that the subject knowledge and detailed responsibilities of a writer on electronics equipment were quite different from those of a writer preparing an item for a medical journal on the effects of feeding aureomyecin to fish. (Such an assignment had been handled by one of the group.) Then, too, the considerations of a writer preparing an equipment manual differ from those of a writer preparing technical information for a report to stockholders, a company house organ, or a commercial magazine.

As group thinking clarified in subsequent meetings, it became evident that, while it was possible that all of these tasks might be performed by one person in a given position (the one-man shop), they were not part of the basic job of the "technical writer." Analysis disclosed that some of the tasks involved a considerable experience factor and more properly should be designated as a duty or responsibility of a Senior Writer, Project Leader, Technical Editor, or Technical Publications Supervisor. On the other hand, some of the other tasks listed could be (and frequently are) performed by persons with lesser skills and abilities than those normally required for a technical writer.

It was realized that proofreading, literary editing, and some of the production work were already accepted as separate job responsibilities in general publications work. Also, overall planning, scheduling, and organizing are inherent in all fields of work and are normally considered as supervisory functions.

Following the reasoning the group concluded that the duties and responsibilities of a technical writer were properly those which were directly concerned with the writing activity itself, i.e. Research, Preparing the Manuscript, and Associated Liaison.

II. Job Description

Writes instructive or descriptive material on technical or scientific subjects, interpreting and creating an acceptable presentation of the facts or the ideas and theories of others for a given audience.

Work Performed:

1. Performs research necessary to obtain complete understanding of the scope of the proposed publication and to gain a thorough technical knowledge of the subject.

   Receives a verbal or written work order for the desired publication, together with instructions on its general purpose, and any available basic reference material, such as specifications, proposals, correspondence, engineering reports, drawings, photos, similar publications, and supervisory or sales memoranda and notes.

   Studies the supplied reference material to acquire background information on the project and to ascertain policy governing content, presentation, and quality level. May consult with engineers, other technical personnel, the publications supervisor or sales personnel to clarify technical or other details of the writing project.

   Analyzes information on hand to determine whether additional research is required or whether the supplied material is sufficient and can be adapted to the publication requirement.

   If additional research is required, determine the most logical sources and the best method for obtaining the required information. Performs the necessary research, may make field trips to libraries, government agencies, manufacturers, educational institutions, technical societies, etc. May confer with customer's technical staff through established lines of liaison and may observe, study, or operate the actual equipment, object, or process.

   Makes suitable notes to ensure proper correlation and retention of the information obtained.

2. Organizes the proposed manuscript to provide an orderly plan for the preparation of the required text material.

   Prepares a general outline; breaks the subject material into major topics, considering:

   a. The general purpose of the manuscript (catalog, magazine article, engineering report, equipment operation or maintenance manual, etc.).
   b. The specific application (formal training, guide for field operations, promotion, general information, etc.).
   c. The knowledge and skill level of the user.
   d. The complexity of the subject.

   Arranges these major topics in logical order.

   Determines the logical sub-topics to be discussed or treated under each major topic and arranges these in proper sequence.

   Classifies and indexes the reference material in accordance with the general outline.

Prepares a detailed outline: analyzes the reference material for each topic and develops and expands ideas into further sub-topics, groupings and arranging them to achieve continuity and best subject coverage. Repeats this procedure for each topic, developing the outline for smaller and smaller portions of the manuscript, to the logical ultimate.

3. Prepares a draft of the manuscript in accordance with the detailed outline.

   Writes the text, drawing upon his developed knowledge of the subject and desired scope, and desired scope, and using his communications skills to create an acceptable presentation of the technical data for the given audience. May conduct additional research to validate or clarify portions of the technical data. Uses a style and format for the writing set forth in applicable specifications or may select or develop a style or format best suited to the presentation. Defines new and unusual terms.

   Determines the illustrations required to supplement the written material and selects the most suitable type of illustration, such as a photograph, line drawing, rendering, etc. Prepares sketches or preliminary layouts of line drawings and renderings and specifies the requirements for photographs.

   May supervise the photography. Assigns nomenclature to photographs by marking on overlays or other method. Requests the preparation of preliminary or final art from the art department and provides additional oral or written instructions as required.

   Maintains written control and record of changes in cross references, figure references, tables and the like during the development of text and illustrations to ensure accuracy of these details in the final manuscript.

   Routes the final manuscript through established channels to obtain technical editor or customer approval.

4. Revises and rewrites text to meet technical editor's and/or customer's review requirements.

   Receives the draft of the proposed publication after technical editor or customer review. Studies the corrections, comments, criticisms, or suggestions made, to determine the specific revision requirements and their effect on other portions of the text. Rewrites affected portions of the text and requests new or revised illustrations as required. Checks very closely to assure that all references and notes in other portions of the text conform to the revised portion and makes any required changes or corrections. Reviews the new or revised illustrations to ensure accuracy and conformance with required changes. Routes the revised text and illustrations for final approval. May obtain and present factual data as a basis for not accepting changes requested by the editor or customer.

Responsibility

Responsible for the development and presentation of text and illustrations for technical publications which may cost thousands of dollars. Responsible for completing his work within the budgeted hours under maximum general supervision and also responsible for meeting acceptance standards and delivery schedules for the completed manuscript. Responsible for technical accuracy of work performed by illustrators, typists, and others engaged in producing the manuscript. Responsible for determining the necessity for liaison and research in connection with the manuscript. Responsible for conducting approved liaison and research.

Job Knowledge

Must be able to interpret technical and scientific data, such as blueprints, diagrams, charts, engineering reports, and specifications for material equipment, publications, etc. Must know research methods and techniques. Must be able to plan and organize manuscript in accordance with the requirements of specified media. Must have a comprehensive knowledge of good grammar and punctuation and must be able to write clear and concise descriptive and instructional material. Must know illustration techniques and publication production methods and practices. Must have a general knowledge of the basic sciences and specialized training or experience in the technical area in which he is writing, i.e., aeronautics, agriculture, electronics, chemistry, mechanics, etc.

Mental Application

Must be able to discriminate between essential and non-essential data from the reader's viewpoint and thereby determine sufficiency of content. Must keep abreast of current trends and techniques for written communication and their particular application to his specific work. Must be able to organize major publication projects and to determine suitable work assignments for assistant writers. Must readily adapt to different writing style and formal requirements, and be able to carry out several projects concurrently. Must be able to arrive at decisions and judge the relative merits of these decisions with respect to their effect on time, cost, and acceptance standards for the end product. Ω

. . . EDITOR'S RELATIONSHIP TO MANAGEMENT . . .

Avrid F. Jouppi

The editor's lot is to engender in himself and the staff those qualities which elevate the standards of those who participate in making the final product: a periodical.

It is a pleasure for me to be one of those speaking to you today, and I've been intrigued with my topic: "The Company Publications Editor's Relationship to Management—How He Can Fit Himself into the Organization." A topic like that seems a subtle form of flattery, for it implies that the speaker has traveled over the road along which he would direct others. I had some serious doubts on whether I was qualified when I translated the topic into terms of self-inspection. Thus translated, the topic is: "Arvid Jouppi's Relationship with His Bosses—and Where Does Arvid Fit into General Motors Anyway?" I did check with our director, Ken Meade, and—considering the topic—am gratified to be permitted to come!

Though newly an ex-editor, I am speaking as a man whose bloodstream is fortified by absorption of printer's ink over a score of years. During many of these years I felt that an editor's job was indefinable. He becomes pardner to such an unusual variety of problems—and pleasures—that his job could not easily be reduced to concrete definition.

What Is An Editor?

When my daughter, our oldest, was above five she began asking with persistence exactly what I did at work. Although I was an editor I could not honestly say that I put out a magazine because no editor alone does that. During this same period she had a little duty, which she faithfully did each morning—to get a handkerchief from the drawer and give it to me. Then I'd soon go to another day of editing, and next morning I'd need another handkerchief. Once the Sunday School teacher asked each child the occupation of his or her father. Our little Mary Kay took her turn with the rest. Her reply:

"Daddy is an editor; he goes to work every day and blows his nose."

She's older now, but I've never been able to define for her adequately what an editor does, besides blow his nose. At nine, I believe she visualizes it as a world of scissors, paste pots, typing, and cross words—and it is all of these, but more.

The Editor Is Nothing—and Everything

The editor's lot is to subjugate himself mutely to the challenge of white space not yet filled for the publication to come.

His is to hear clearly as a metronome the silent passage of time—for the calendar is at once his slave and his master.

His is to seek out the author and source of information; to draw that individual into the same challenge and to help him to be as worthy of the space as his best can make him.

The editor's lot is to engender in himself and the staff those qualities which elevate the standards of the authors, the artists, the typesetters, the proofreaders, the pressmen, the binders, the mailers—indeed of every person who exercises judgment on or directly participates in the making of the final product: a periodical.

In sum, the editor's niche is to subjugate himself to the *thing* and to get others also to bow to the thing; for finally the thing, the periodical, is the crucible which carried the human element from the creating minds to those readers who would of their free will heed the message.

The Magazine is the Thing

It is the custom in many companies—as in General Motors — that when the periodical comes wet and gleaming from the presses that a few copies are handbound and rushed to those of management who are most directly concerned. In the case of the *General Motors Engineering Journal* this includes the GM president and the members of the Advisory Board of the periodical and a few others. The privilege of taking advance copies around usually falls to the editor, who well knows that it's too late then to make a correction. At that moment, it's much more important that the magazine be intelligent and clear than for the editor to

appear that way. By this time, he is stewing with details of the next issue and lining up the issue after that.

Wet Copies and Wet Cats

This little act of taking wet copies to management symbolizes an important difference between company periodicals — technical or otherwise — and public or technical society periodicals. A company periodical is *owned* by the company and it behooves those in charge of it to keep that management advised of what is going on. It's something like the litters of kittens which come with regularity to some households. The head of the household may be aware that someone in the family is in the business of raising kittens, but when the day finally comes that the head of the kitten project has something concrete to show it is certain that the project leader will be on hand to show the result of the family budget item for all those cans of cat food. It must be assumed, of course, that the head of the household is concerned with many other things than with a new litter of kittens. Likewise, the vice presidents and other managers who receive advance copies of a periodical have many other more urgent things on their minds, for example 1956 models of automobiles, trucks and buses. Thus, from the standpoint of being able to bring the end product to offices there is some advantage to having a 64-page, two-color magazine to show rather than, say, a Diesel Locomotive!

The Benefits of Being Owned

Ownership has certain prerogatives which the Company editor takes into account. It is self-evident that the company does not exist for the sake of the periodical, rather the periodical exists for the sake of the organization. The prerogatives of ownership imply that management has the right to direct the policies of the periodical. This is accomplished with the *Journal* by means of an Advisory Board, made up of vice presidents and group executives. Five of the six are graduate engineers and direct technical activities. The sixth is the Vice President for Public Relations, whose Department edits and actually produces the magazine, through one of its sections. That is the Educational Relations Section and the director of this section serves as secretary of the Advisory Board.

Many editors have asked whether an Advisory Board of that rank actually takes a participating interest in the periodical. The answer is an emphatic yes. It has ceased to be a source of wonder that vice presidents will take the time to read—in many cases in minute detail—a technical paper which already has been thoroughly reviewed by the Central Staff and earlier in the GM unit of origin. (While the author is primarily responsible for technical accuracy, all material is reviewed by management in the author's own decentralized unit and later in the Central Office by representatives of the Patent Section, Department of Public Relations, and the Financial Staff.) The subject of management review is a broad one, and it needs to suffice here to point out that the many readings are as much for quality review as anything else; in other words, there is grave concern at every level of review whether a particular paper or article is really of sufficient quality level to merit its being distributed to engineering colleges and universities. The editor, then, needs to keep his quality level somewhat higher than the highest level of any of the reviewers—or the paper doesn't get published.

A paper has to be an excellent one before it gets very far through the reveiw channel, and the editor and staff can help in a great number of ways in insuring that the work merits publication before the review step is undertaken.

So, it is well that the editor, as soon as possible, gets an advance copy into the hands of the Advisory Board members and other executives having a primary interest. It is a little act which is symbolic of interested ownership and also of appreciation for active participation in the over-all project. Advance copies also go to engineer-authors; each later receives a case-bound souvenir issue with a note of congratulations from some executive in his own organization. There is no honorarium. Fortunately for the future of technical publication in General Motors, the advance wet copies are received with considerable enthusiasm. Enthusiasm is not always the accurate descriptive word for the way that the head of a household might receive that litter of new born kittens which he now owns. There is something a good deal more glamorous about wet copies of a technical magazine than a batch of gleaming, unseeing wet kittens.

Existence Based on Need

While there may be no need for a batch of wet kittens in a household, there has to be a need for a periodical before a company will undertake to support one. In the case of the *General Motors Engineering Journal*, the need was based on a desire by all segments of the organization to cooperate with engineering educators in the job that they are doing. For a number of years, requests for technical information came from them—and their students—and each was handled as appropriately as possible. There was some effort to answer the most numerous questions in a mass way by publication of technical and semi-technical booklets, which also found considerable non-education use. In 1952, at a Conference on Engineering Educators, the professor participants endorsed a plan for a technical periodical to provide information which could reach all engineering educators on how engineering fundamentals are applied in industry. The periodical was tailored to the specifications of engineering educators and their students. An organization which depends on technical advancement to stay competitive naturally has an interest in being as helpful as appropriate to this part of the population, and a periodical is one way to be of some value to the full

group—or so large a portion of them who would ask to be placed on the periodical's mailing list without charge.

The Help From the Units

However, this isn't answering the question of fitting in. An editor's most valuable helpers—in addition to his staff—are the contributors, the engineer-authors. In a decentralized organization such as General Motors, a Central Office man cannot go to any of the units and demand anything. All contributions to the periodical need to be on a completely voluntary basis. There is always ample raw material, largely because of having some 40 editorial representatives in the separate GM Divisions and Central Office Technical Staffs. These representatives—to whom the *Journal* is but an incident in considerably larger duties—were designated by the unit head, usually the General Manager; in some cases the individual is the chief engineer or assistant chief engineer, in others he may be the personnel director or the director of public relations. He is that someone through whom the editor and staff work. He is the gatekeeper through whom the Central Office employee clears before approaching anyone in that unit for periodical material. He also advises the editor when he becomes aware of some particularly good potential paper based on technical work in that unit. Without editorial representatives, the periodical would collaapse. Having their active interest is one of the unique advantages of being a company editor.

At every step, the editor is aware that publications work is something extra, above and beyond the normal call of duty. A paper is born when a mutual desire to publish on a given topic develops between someone in a Division and the editor. Once the desire is present, a way is found. Sometimes engineers use a writing assignment to fill in those valleys of time which come between the peaks when every minute is needed to complete an urgent project involving the product or process to which he is regularly assigned. The gestation period from idea, through preparation, re-preparation, local review, Central review, release, production, mailing, and distribution—within the United States, Canada, and overseas—is about six months, in some cases longer.

In fitting the project in, it is necessary—unhappily—to have some form letters and charts always in the mails. For example, the editorial representatives and the Advisory Board periodically receive a list of all the papers which are planned for future issues. This enables the Advisory Board to pass on the appropriateness of subject matter if they wish. It also helps the editor to keep track of those paper ideas which have a longer gestation period than usual.

The Art of Editorship

The highest art in being a company technical editor is to help the engineer-author without him being aware that he is being helped! In the final instance, the author is fully responsible for technical accuracy, appropriateness, and completeness of his paper. The favorable letters which come later are entirely his own, too. The editor may be compared to the advisor on the $64,000 question and the author is the contestant. The advisor may help but the responsibility for the answer and the prize belong to the contestant.

As a company publication comes of age, the quality of the periodical becomes as much of the criterion of acceptance as do the editor and his staff members. When the product is of high quality as judged by the readers, the editor and staff automatically fit in. There are few higher pleasures which can come to a company editor than to be received as a blood-brother on the travels around the technical beat which is his. This can happen most easily when either is an accumulation of good will toward the periodical and toward the entire operating unit of which it is a part.

Conclusion

In closing, I'd like to tell of one of these instances of being received as a helper and friend—rather than someone who comes to spend Central Office travel funds and to bother. It happened some weeks ago when the assignment was to Electro-Motive Division at La-Grange, which is a suburb of Chicago. There, the editorial representative had arranged for me to be picked up at my Chicago hotel. The driver was a service-type individual, something like an editor. He performed his transportation function to whomever might be designated as a recipient. I presumed from talking with him that he had transported presidents, vice presidents, general managers, chief engineers, project leaders, and even folks with indescribable duties, like me. I asked him how he managed to be able to fit in nicely with such a wide range of people. He thought for awhile and then gave me the advice which will help anyone fit into a company. His words:

"Well, they've all got to get where they are going and I can help them. I try to pay attention to where each fits on the organization chart but after I find out, I treat everyone pretty nearly alike." Ω

This article originally appeared in the Fall 1956 issue of the TWE JOURNAL. It is being reprinted because of its interest to the members.—Ed.

CARTOONS IN TECHNICAL MANUALS

Dave Breger

. . . the written word plus the comic drawing plus the comic idea is just about the mightiest form of communication known to man.

"CAUTION: Do not stretch spring more than ⅛ inch." (Handbook Overhaul Instructions, BAROMETRIC ALTITUDE CONTROL, page 19, 1 Dec. 1956.)

Your attention, no doubt, was more effectively caught and held by the above cartoon than by the line of text above it which it illustrates. In this most cartoon-conscious country on earth (and outer space) the written word plus the comic drawing plus the comic idea is just about the mightiest form of communication known to man.

Now, the term cartoon is a label for a hodge-podge of unrelated graphic forms, from Michelangelo's preliminary sketches for the Sistine Chapel frescoes to Donald Duck. In this discussion we are concerned only with "spot" cartoons—cartoons that decorate and/or illustrate printed text, i.e., technical manuals. Formally defined, a spot cartoon is a caricatured graphic representation of a specific point of text and is physically a part of that text.

In a sense, a spot cartoon is a miniature poster heralding something in the text. (Just as a poster might be considered a giant spot—like the circus midget billed as the world's smallest giant and the giant billed as the world's tallest midget.) The purpose of spot cartoons in text is to catch and hold the reader's attention to specific ideas expounded in the text. In short, to communicate.

But how, it may reasonably be asked, can spot cartoons be useful in technical manuals whose readers are a captive audience anyway? Because, where the text may, by necessity, be scanned by the reader, those points illustrated by spot cartoons will also catch and hold his attention, i.e., his personal interest. Which, of course, is ideal for those points of text that call for special attention—the WARNINGS and CAUTIONS sprinkled throughout technical manuals.

For our purpose here—spot cartoons in technical manuals—we need discuss only three kinds of spot cartoons, according to their drawing techniques or styles and interpretations of the text:

(1) Decorative Spots (Fig. A)

These interpret the text literally, in decorative (usually with undue emphasis on drawing technique) or in illustrative style. These, of course, are hardly considered cartoons in the popular sense but in any discussion of spot cartoons they must be included because all too often they are mistakenly and ineffectively used as spots. (Usually the result of some such assignment to an organization's art department not geared to create and produce true spot cartoons.) The value of decorative spots is merely to ornament a page of text; they add no new dimension to the points of text they illustrate. They say nothing to the reader and therefore fail to catch, let alone hold, his attention to the points of text they supposedly illustrate; certainly, they are better than no spots at all. But, in short, they do not communicate.

(2) Decorative Comic Spots (Fig. B)

These, like the decorative spots described above, also interpret the text literally, but in more effective cartoon style. While they add the new dimension of a visually comic impression of the text they say nothing by themselves. Being cartoons they catch the reader's attention but, lacking in *creative* interpretations of the text (as distinguished from literal), they do not hold the reader's attention. In short, they communicate to a limited extent.

(3) Idea Comic Spots (Fig. C)

These interpret the text creatively, in cartoon style. To the new dimension of the visually comic impression of the text they add another new dimension: the comic idea. They say something. They not only catch the reader's attention with the comic style but hold it with the comic interpretation. In short, these are the spot cartoons that communicate most effectively—the potent combination of the written word plus the comic drawing plus the comic idea.

Mr. Breger, with justifiable pride, points out that not once did he bring in that business about one picture being worth ten thousand words.—Ed.

Figure A.
Decorative Spot

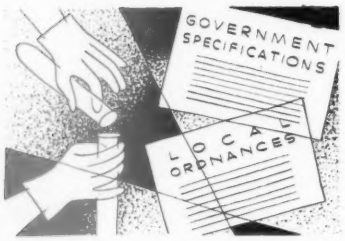
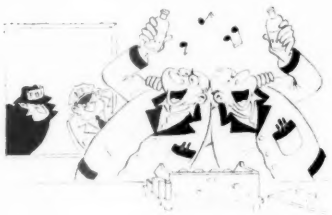


Figure B.
Decorative Comic Spot

Figure C.
Creative Comic Spot



**CAUTION: When cleaning contacts, observe all applicable government specifications and local ordinances. Use only the smallest amounts of alcohol necessary . . ." (Handbook Operation Service and Overhaul Instructions, DIFFUSER AND MECHANISM CALIBRATOR, page 8, 1 Dec. 1956).*

WELCOME TO WASHINGTON

When the United States Government moved to Washington in 1800, its civilian staff numbered 126 persons. Since then, our Nation's Capital has probably produced, aided, or abetted more technical writing than any other city on the globe. Not since the destruction of the Greek library at Alexandria has any other center achieved such preeminence for the sponsorship of research and the exchange of technical information.

Here are a few reasons why Washington is an ideal city for a convention of technical writers and editors.

There are now more than 230,000 civilians employed by the Federal Government in the Washington area. Most Federal employees in Washington are information specialists—people who order, seek, compile, edit, reproduce, catalog, transmit, or present information. And *most* of these specialists deal with scientific and technical information.

Although several Federal agencies and thousands of field offices are located elsewhere, policy concerning technical information stems from the Capital. Washington is the home of the Joint Committee on Printing and it's the place where specifications, regulations, style guides, and contracts are written or approved.

The Armed Forces order billions of dollars worth of military "hardware" each year. It's been said that one dollar in every ten spent for hardware goes for technical publications. The Department of Defense and its neighbors also produce or contract for manuals on construction, safety, administration, and almost every other subject imaginable.

The nation now spends almost five billion dollars each year for research. More than half of this research is sponsored by organizations with headquarters in Washington. In every case, the results of research are put to work through reports, publications, and other technical presentations.

The presence in Washington of the magnificent Library of Congress has attracted scholars and research workers from every state of the Union and from all parts of the world. From the comfortable Thomas Jefferson Reading Room of this library you can call for any of its ten million volumes. The Library's private reading rooms are honeycombs of research in science and technology. Elsewhere in the Washington area, 238 other libraries abound in special information of all kinds.

Washington is the home of such organizations as the:

Atomic Energy Commission
American Chemical Society
National Aeronautical and Space Administration
International Geophysical Year (U.S. Headquarters)
American Association for the Advancement of Science
National Academy of Sciences
Air Force Research and Development Command
Naval Research Laboratory
National Science Foundation
U.S. Weather Bureau
National Institutes of Health
U.S. Bureau of Mines
National Bureau of Standards
Smithsonian Institute
National Geographic Society
Applied Physics Laboratory

Contract research thrives at such centers as AMF, Atlantic Research, Council for Economic and Industry Research, Litton, Melpar, RCA, Reed Research, Technical Operations ,and Vitro.

Eighteen institutions of higher learning are located in the area. The roster includes such major schools as Georgetown University, George Washington University, American University, and Catholic University.

More than 550 national associations—each with its staff of technical information specialists—have headquarters in the District of Columbia.

Most nations of the world have embassies and legations in downtown Washington. Many have two-way technical information services. Washington is also becoming the world center for the exchange of foreign scientific and technical information through the sponsorship of cover-to-cover translations and comprehensive abstracting services.

Some 500 newspapers and foreign and domestic news services are represented in Washington. Nearly all major trade journals have offices in the downtown area. Hundreds of major corporations from all over the country have Washington staffs which specialize in the acquisition and presentation of technical information.

Outside of government, printing and publishing is the biggest industry in the District of Columbia. The Government Printing Office is still the largest printing plant in the world. The Book Store at GPO displays thousands of the most popular Government publications. The Bureau of Printing and Engraving reproduces greenbacks and everyone is invited—to look.

So much for business.

Along the Mall, you can call on your Congressman, watch the Voice of America in action, study the masters at the National Gallery, read the Declaration of Independence and the Constitution, see the FBI museum, stand in awe of a dinosaur, see the Wright Brothers' plane, take in the Graphic Arts exhibit at the Smithsonian, climb the Monument, visit the Department of Agriculture, walk along the Reflecting Pool, and sit on the steps of Lincoln Memorial.

Your wife will be happy to start out at Garfinckel's and walk up *and* down Connecticut Avenue. And you'll spot many famous places along the way to stop off for lunch or dinner.

It's still possible to drive and park anywhere in the city. Taxis are plentiful and cheap. Though it's not so important in November, the busses *are* air conditioned. Union Station faces the Capitol and it's a pleasant, *short* ride from National Airport. But with all this quick, easy transportation, many statesmen, visitors, and native Washingtonians remain pedestrians, since so many of the wonders of Washington are within easy walking distance in the downtown area.

In sum, Washington is a rewarding city to visit any time! But be sure to come this November. The weatherman will be on his very best behaviour. Members of the Washington Chapter from every government agency and professional field will be eager to show you the town. Colleagues and clients from the U.S. and Canada will be assembled at the great Shoreham Hotel. Make your plans now for an occasion you'll never forget.

PETE SMITH
Washington Chapter

1958-1959 edition Printed in U.S.A.

REPRODUCED BY PERMIS

SIXTH ANNUAL STWE CONVENTION
NOVEMBER 17-18, 1958

PERMISSION OF AMERICAN AUTOMOBILE ASSOCIATION

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at the Shoreham

Washington, D.C.

November 17-18, 1958

HOW TO WRITE THE HOW TO

Byron G. Wels

This article contains helpful hints to acquire a lucrative source of part-time income for anyone who is willing to invest a little time and effort.

If you possess any facility with the written word, and enjoy telling people how and why, there's a vast field of writing waiting for you!

In today's world of do-it-yourself-ism, many of the people who practice this hobby lean heavily on the how-to magazines for ideas and information. As a result, there are more magazines than ever before, and the markets are wide open to those who will sieze the opportunity.

Getting Started

Many beginners make the mistake of preparing complete manuscripts for submission before getting a firm assignment. This represents totally wasted effort, as it marks your attempts as amateurish to the editor, and if you take the trouble to write an entire article which is subsequently rejected, your efforts represent a total loss.

No, the approach to writing the technical or semi-technical piece must be a professional one. To begin with, a good quality letterhead is most desireable. Try to avoid the stereo-typed letterhead with the tacky artwork at the top. A simple, conservative letterhead with just your name, address, and telephone number with perhaps the words "CREATIVE WRITING" will best represent you to the editor.

On your letterhead, write to a magazine editor (refer to market list at the end of this article) and tell him briefly what sort of article you have in mind. Construction-type articles, of a "How to Build it" nature will rovide your best opportunity. While we have all seen the juicy articles that deal with such topics as "UNDERSTANDING ELECTRONICS," "DO YOU WANT TO BE A HAM" or "HIGH FIDELITY," these, for the most part, are either staff written, or prepared on special assignment by well established authors.

After telling the editor what you propose to write, inform him of the fact that the article will be well illustrated with line roughs and photographs. Finish up by telling the editor a bit about yourself and your background which qualifies you to write this piece, and finally, ask if you might not send in an outline on speculation.

Writing the letter of inquiry (writers call it a "query") is an art which has become highly specialized. This first letter can mark the difference between success and failure.

Avoid sending ANY material without a covering letter. Unused material will be returned to you . . . Letters are filed and returned. Keep your name active in the editors files.

Preparing Your Outline

Follow the Harvard outline system in a loose fashion. Be sure that the thoughts you want to get across are clearly stressed. Use short, concise sentences rather than long, flowery sentences. Bear in mind that you are not writing deathless prose . . . You're trying to show an editor that you can write in the style he requires.

Writing The Article

When you get the O.K. to submit an article, you will have to move fast. The first thing you must do is actually construct the piece of apparattus. During the various stages of construction, take photographs. Shoot more pictures than the editor will require, and in this way you permit him to exercise his editorial prerogative, and take a choice.

A sage philosopher once said "A picture is worth a thousand words." Now he wasn't talking about pay rates, he was thinking of ease of understanding. In the "How-To" article, pictures are of extreme importance. If you do your own photography, avoid the use of the simple box camera and all its fancier relatives. You may have to stop down as close as six inches from the subject in some cases. Make all prints on a

very contrasty paper. All prints should be glossy, and capable of reproducing well even on a coarse paper.

If you are unequipped for photography, and by equipped, I refer to an available darkroom with all the necessary appurtanances, you will do well to obtain the services of a professional photographer.

In selecting a photographer, exercise a good deal of caution. The chap whose only professional experience has been shooting brides and babies will do you no good at all. You see, ALL brides and babies aren't really beautiful . . . This guy must specialize in the out of focus, soft, fuzzy picture. You require sharp, brilliant detail. Find a man who can give it to you. Bad photographs can kill an article.

You may have to pay a photographer six or eight dollars per photo. After you have proven yourself, you may be able to find a man who will work with you on a ten or fifteen per cent contingency of sale basis. In other words, he gambles on your ability. He will take all your pictures, and if the article sells, he gets a fat commission. If the article flops, he loses. As you will do all of your writing on assignment only, the odds are predominantly in his favor.

By actually constructing the piece first, you obtain a fairly good idea of the problems your readers will face. Having completed the unit, you are ready to prepare the article for submission.

Making carbon copies of each sheet, first prepare a cover sheet with your own name and address in the upper left hand corner. In the center of the page, the title of the article in Kaps and Quotes. Under this, the word "by", and under this, either your own name or your pen name. (The article will be printed under the by-line appearing under the title. The check will be made out to the name in the upper left corner.) At the top of each sheet of copy, type your own name, the title of the article, and the page number. Double or triple space all copy, with ample margin on all sides.

Prepare all line drawings, such as schematic diagrams or parts layouts carefully. While these will be redrawn by the staff artists, you can save the editor and his art staff a lot of trouble by making these rough drawings as carefully as if they were finals.

When the photos are back from the photographer, cover each with a sheet of tracing paper, and using a soft pencil, very lightly draw an outline over each important component visible in the photographs. Lable these, so that the editor can identify each part in the picture.

Now that your article is complete, go over it thoroughly to eliminate any inconsistencies that may exist between drawings, text and photos. Write a covering letter to the editor, and mail it with the article, directly to his attention. Be sure to protect your material with a heavy sheet of cardboard.

Establishing A Name

If you can, in your first letter tell the editor "I have written in the past for . . ." And then name a huge string of magazines in your field. This will immeasurably improve your chances for a sale. Of course, the facts must be true. Therefore, after making that first sale, concentrate on a different magazine, and continue to do this, so that each subsequent letter will be more impressive than the last!

Incidently, there's an additional bit of gravy available, if you give it some thought. Many parts manufacturers will be happy to exchange free samples of their equipment for a mention in a magazine. If you are fortunate enough to get an assignment which is concerned with the building of some kit, do not hesitate to write to the kit manufacturer for a sample. Enclose a photostat of the letter from the editor in which you received the assignment along with your request. While you can readily obtain a goodly supply of free merchandise by applying this method, refrain from dunning the manufacturers before you get a firm assignment. The manufacturers are not that gullible, and you may ruin your reputation in this way as well as possibly spoiling things for those of us who DO write!

When The Article Appears

When the article has been accepted, you may have to wait as long as six or eight months before it appears in print. It is considered very bad form to continually hound the editors for a publication date . . . Just wait patiently, and the big day will soon arrive. When the article does come out, compare it with your carbon. In this way, you can see what has been edited out. Then you can submit a better piece the next time, and make the editor even happier.

Strangely enough, we are in a parallel here to show business: That is, people who like what you have written and are happy about the whole thing, will never get in touch with you. The chap who tries to build the unit you describe and has trouble with it will write a nasty letter to you, with copies to the editor, the editor in chief, the publisher, and anybody else he might think of. Try to analyse the difficulties that such people are having, by reading between the cuss words. Within reason, answer all your mail. If the complaints are of such a nature that they all seem the same, perhaps the editor will be interested in printing a small box with a clarifying explanation.

About Payment

Do not haggle with the editors about payment. It is certain death to begin a query letter with "How much will you pay for . . ." While it is true that editors require material, they will not bargain with you. Rates of payment are established by the magazine, and except for special instances, such as a bonus for meet-

ing prompt deadlines, or increased rates for an article the editor particularly desires, they are firmly fixed.

While it is difficult to determine in advance, the average pay for a feature article can bounce between $50.00 and $300.00.

Be sure to retain a record of all payments received. No witholding tax will be deducted by the publisher, and April 15th will call for an accounting.

One Last Word

I can afford to write this article, as competition is good for the industry, and actually, there are sufficient assignents for all of us. This lucrative source of part-time income is available to anybody who is willing to invest a little time and effort. People in all walks of life are earning a fine salary supplement by this means, and you can do it too! If there is any question as to who these part-time writers are, take a look at a recent issue of Popular Electronics Magazine. The lead article is written by our own editor, Al Lytel!

Here are a few ready markets to help you get a good start. These people are always buying material and looking for new authors. Write to them . . . They'll be glad to help you start.

Market List

Mechanix Illustrated
67 W. 44 st.
New York, 36, N. Y.
Contact: Bob Brightman

Electronics Illustrated
67 W. 44 st.
New York, 36, N. Y.
Contact: Chuck Tepfer

Popular Mechanics
200 E. Ontario st.
Chicago, 11, Ill.
Contact: Lothar Stern

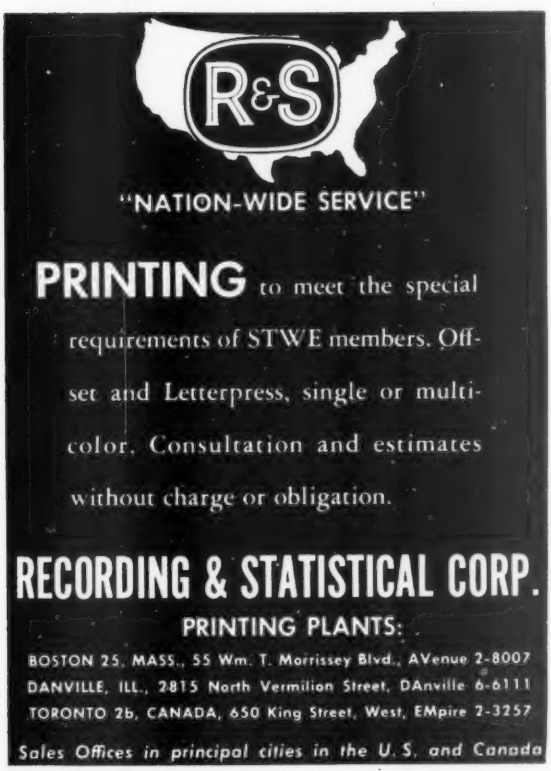
Popular Electronics
1 Park Ave.
New York, 36, N. Y.
Contact: Vin Zelluff

Radio & T-V News
1 Park Ave.
New York, 16, N. Y.
Contact: Bill Stocklin

Radio Electronics
154 W. 14 st.
New York, 11, N. Y.
Contact: Fred Shunaman

Editor's Note:

Many technical writers can also turn their talents to magazine articles. By's article above was published here because we hope that it will encourage others to write other articles of their own for magazines in their field. But there was a second reason for this article. Read it again and notice, this time, how it flows in form and style. It is written by a professional and it is, in our opinion, a well-constructed piece. One can only wish that more articles were as well done.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THE TECHNICAL MANUAL BASED ON AR 310-3

Alvin M. Jupiter

This article describes a new and streamlined version of the familiar technical manual.

A new and streamlined version of the familiar technical manual (TM) will soon be in wide use throughout the Department of the Army.

In new form, the TM will appear in multiple parts, published and bound separately, each part written to the level of a specific audience. For example, an equipment operator will be able to study a text written for him alone, containing only instructions on the operation of the equipment and not covering burdensome complex maintenance information beyond his level of need or understanding. In addition, a part will be prepared for the organization maintenance personnel which will include only information pertinent to their needs. More complex maintenance instructions will be found in portions of the manual dealing with field maintenance or depot maintenance.

Technical manuals are published in the following multiple parts and numbered accordingly:

Part I, Operator's Manual (TM 3-000-10).

Part II, Organization Manual (TM 3-000-20).

Part III, Field Maintenance Manual—
Third Echelon (TM 3-000-30).

Part IV, Field Maintenance Manual—
Fourth Echelon (TM 3-000-40).

Part V, Depot Maintenance and Repair Parts Manual (TM 3-000-50).

Combinations of parts may be published and bound together when necessary, such as Parts III and IV (TM 3-000-34) and Parts III, IV, and V (TM 3-000-35) or Parts I through V (TM 3-000-15) when describing relatively simple equipment.

A new feature of the TM is the Maintenance Allocation Chart in Part II listing all repair operations authorized at each maintenance echelon. In addition, each part of the manual will contain lists of repair parts and special tools authorized the applicable maintenance and supply echelon.

Thus, the new TM has been designed to serve efficiently the many needs of personnel at all levels who require concise, factual information to guide them in the successful performance of assigned responsibilities. Ω

by Richard A. Hanousek

NEWS FROM SPECIAL LIBRARIES ASSOCIATION

The Special Libraries Association (SLA) is an international organization of professional librarians and information experts who serve industry, business, scientific research, educational and technical institutions, government, newspapers and other organizations. Since 1909 the SLA has promoted the collection, organization and dissemination of information in specialized fields, and has published professional and bibliographical books and journals.

At the SLA's Annual Convention in Chicago this past June it was announced that the American Iron and Steel Institute had made a $25,000 grant to the SLA Translation Center. The Translation Center was established in October 1953 as a depository for unpublished scientific material which has been translated into English from all languages. The Center is located in the John Crerar Library in Chicago. Already partially supported by grants from the National Science Foundation and the National Institutes of Health, the Center actively solicits and collects translations from government agencies, industry, technical societies and educational institutions, and makes copies of these translations available to other research groups and individuals.

To keep libraries and information centers informed of new translations, the Center publishes *Translation Monthly*, a bibliographical journal listing translations currently received by the Center as well as translations available from commercial agencies and from centers in England, Australia, New Zealand and India. In less than five years the original collection of 932 translations has increased to more than 20,000 items, and approximately 6,750 titles are being added annually. In January 1957 the Center took over the Russian translations at the request of the National Science Foundation. These translations had been housed in the Scientific Translations Center at the Library of Congress.

Further information about the SLA Translation Center and its services may be obtained from: The SLA Translation Center, The John Crerar Library, 86 East Randolph Street, Chicago 1, Illinois.

NEWS OF THE I.R.E.—PGEWS

The Institute of Radio Engineers' Professional Group on Engineering Writing and Speech (IRE-PGEWS) has been very active this year. The PGEWS sponsored a session at WESCON (Western Electronic Show and Convention) 1958, this past August. Five papers were given at this session. M. H. Lowe of RCA, Moorestown delivered a paper entitled, "Publications and the Project Organization." "A Two-Hour Course in Report Writing" was presented by Robert E. Hohmann, IBM Military Porducts, Kingston. C. L. Lillo of Remington Rand Univac, St. Paul, presented a talk which answered the question—"Should Slides Be Used in a Technical Presentation?" "Making the Mathematical Equation an Effective Communication Tool" was ably presented by Messers. Mathias Hollander and Edwin J. Podell of RCA, Moorestown. Isaac Seligsohn of the System Development Corporation, Santa Monica presented the intriguing "A Multi-Purpose, Multi-Audience Speech Kit."

The Program Committee of NEREM (Northeast Electronics Research and Engineering Meeting)—1958 has issued a *call for papers*. The theme of the meeting, scheduled for November 19 and 20 in Boston, is *Today's Electronic Developments—Tools For Tomorrow*. A session on Technical Writing is planned. Other sessions will include: Instruments, Semiconductors, Mathematics and Circuit Theory, Computers and Digital Techniques, Electron Tubes, Medical Electronics, and Microwave Techniques.

In July I received a copy of *PGEWS Newsletter*. It was a six-page, 8½ x 11, multilith publication. This newsletter contained some interesting items. One was the partial plans for their Symposium. The Symposium dates were October 1 and 2 in the Hotel Biltmore, New York City. One of the speakers will be Dr. Samuel

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Mason of M.I.T. and the tentative title of his talk was "How To Murder An Audience."

The PGEWS now has five local chapters located in: San Francisco, Washington, Boston, Los Angeles, and New York. The professional group lists a membership of 827, which includes 16 students and 12 affiliates.

In addition to the Chapter News, the *Newsletter* also contains a "General Interest" column. This column has a subsection called, SCANNING PUBLICATIONS. Pertinent quotations from various publications are included in this subsection.

In March of this year the I.R.E. had its National Convention in New York. The PGEWS sponsored a session at the convention, and in July I received a copy of the *Convention Record* which contained the talks given at this session. All the talks were interesting and are listed below.

Roadblocks in Technical Writing
by Thurston Greggs, Ph.D.;
Eclipse-Pioneer Division
Bendix Aviation Corporation

Writing for a Technical Journal
by E. T. Ebersol, Jr.; Editor,
Electronic Equipment Engineering

Non-technical Help for Engineer-Writers
by Robert B. MacPherson; Robert B. MacPherson
Advertising and Public Relations

We Are What We Say
by Aram Henesian;
Missile Systems Division,
Lockheed Aircraft Corporation

The Automatic Creation of Literature Abstracts (Auto-abstracts) by H. P. Luhn;
International Business Machines Corporation
Research Center

My column in the July issue contained an announcement the 1959 I.R.E. Convention Committee had banned publishers from exhibiting at the convention. Shortly after the *Review* went to press the ban was removed.

THE ABWA BULLETIN REPRINTS STWE REVIEW ARTICLE

Shortly after the January *Review* went into circulation, we received a letter from the editor of The ABWA (The American Business Writing Association) Bulletin asking for persmission to reprint Warren B. Bezanson's article, "A Timetable for Report Writing." Permission was granted and a few months later we received a copy of the May issue of the ABWA Bulletin which contained the reprint.

The ABWA Bulletin is an unusual paper which is published eight times a year. It is simply a collection of 8½ x 11, mimeographed, loose-leaf pages stapled together. But the pages are filled with articles on writing, as well as other pertinent news items, and books

and articles of interest. The ABWA national convention will be held in Chicago on December 29 and 30 at the Hotel Ambassador.

TWIN CITIES STWE CHAPTER PUBLISHES DIRECTORY

A recent mail delivery brought me a copy of STWE's Twin Cities Chapter's 1958 Directory. This is a handsomely done booklet in the shape of those contemporary greeting cards one sees in stores. The booklet contains the names, addresses and business associations of the Chapter's executive council and the local membership. The by-laws of the Chapter are also included in the rear of the booklet. This publication and others like it by other chapters should aid in increasing STWE's membership rolls.

CHICAGO CHAPTER HOLDS SEMINAR

I received a flyer from the Chicago Chapter of STWE announcing a seminar it was planning to hold on October 6 at the Knickerbocker Hotel. The seminar was entitled, "Technical Writing Know-What and Know-How." I am sure that this seminar, and others sponsored by other chapters will do much to maintain an active membership and promote our growing organization.

A DOCTOR PRESCRIBES A READER'S AID

Joseph F. Montague, M.D. and President of the American Medical Writer's Association's New York Chapter, sent me a reprint of his short article that has the title I used to start this paragraph. The article first appeared in the April 4, 1958 issue of *Printers Ink*. It is not very long, only five short paragraphs which suggest two new magazine printing notations. One he calls a *stoperiod*. It is represented by a heavy dot and a heavy bar thusly, .I Dr. Montague suggests that this be used at the end of an article to show that it is finished, "that's all brother." The other notation he calls a *contuid*. Where one normally would see "continued on page 17," Dr. Montague suggests the use of ⌞ 17, and the reverse, 17 ⌟ would be used to indicate "continued from page 17." Some unusual suggestions, aren't they?

TECHNICAL WRITING FOR MIDDLEBROWS

H. C. McDaniel, Director of Technical Information at Westinghouse, and a member of the *Review's* editorial board, sent us a copy of John A. Miller's article, "Technical Writing for Middlebrows." This article appeared in the July 1958 issue of the *Public Relations Journal*. Mr. Miller considers the greater majority of people to be middlebrows. These middlebrows would like to understand the new technological developments the scientists are announcing everyday but they do not have the technical background to understand the scientists. The technical writer must act as a bridge between the scientist and the middlebrow. The technical

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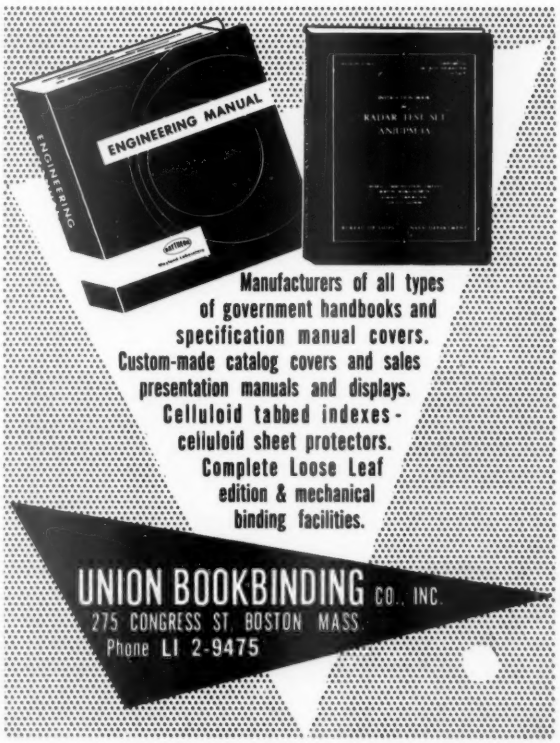
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writer is a necessity in this age of specialization. In his article, Mr. Miller points out that the technical writer has to assume a knowledge level for his audience and in his writing he should never change his assumption. The article also contains some ideas on the "age old" problem of whether the technical writer should be a writer first, then a technician, or vise versa.

Mr. Miller is a Publications Specialist with the General Electric Company. He is also a past vice-president of the Society of Technical Writers.

FUND AIDS TECH WRITERS

Harvey Senior, a technical writer for The Barden Corporation, Danbury, Connecticut, sent me a clipping from the May 1958 issue of *Military Electronics*. The clipping contained an announcement that the Rockefeller Foundation had made a $100,000 grant to Columbia University for an advanced writing program to start this fall at its Graduate School of Journalism. Under this grant six fellowships will be given the first year, and seven to ten the next two succeeding years. The fellowships will be given to science writers for a year's study. The aim of the program is to provide a greater volume of accurate and interestingly written news of scientific and technological developments.

RESULTS OF RPI'S INSTITUTES

The combined Technical and Medical Writers' Institutes held at RPI in June had almost 100 company people in attendance.

Sixty-five of these registered for the Sixth Annual Technical Writers' Institute. They represented 45 companies, agencies, and government organizations. A number came from the West Coast, although the greatest concentration was from eastern industries. An increase was noted in the number of military personnel in attendance. About 40 per cent of the registrants work in the area of handbooks and instruction manuals, a somewhat lesser number in reports, and the remainder in general editorial work, technical information, and technical journalism.

The staff for the Technical Writers' Institute is directed by Jay R. Gould, Director, and Robert A. Sencer, Assistant Director. A resident group of five and a visiting group of nine completed this year's overall staff.

The first Medical Writers' Institute had over 30 registered. About half of these were from those chemical and pharmaceutical companies that direct their products to the medical profession. Others in attendance were editors from such organizations as the American Cancer Society, the American Osteopathetic Association, state health departments, and military health units. With Jay R. Gould as Director, the Medical Writers' Institute was coordinated by Dr. Joseph F. Montague, noted New York surgeon and medical writer. A visiting staff of eight outstanding medical writers and illustrators completed the teaching group. Ω

GUIDED MISSILES: OPERATIONS, DESIGN AND THEORY. Sponsored by the Department of the Air Force. 569 pages + index. New York: McGraw-Hill Book Co., Inc. (1958). $8.00

As Lieutenant—General Charles T. Meyers points out in the foreward, this book was sponsored by the Air Force as an outgrowth of the work of the instructors and staff at the Air Training Command's school for missiles at Lowry AFB, Colorado, in 1955. The original book grew into the Air Force Manual 52-31 and is now available in the present form.

This book is actually a one-volume education in this important field and it covers the wide range of aerodynamics, hydraulics, pneumatics, optics, guidance, propulsion and electronics including fundamentals, devices, and systems as they apply to missiles.

For a technical field of increasing significance this book is a primer, as indicated on the fly leaf. And in this respect it does an excellent job.

Following a short introduction to missile history the book covers aerodynamics and propulsion including solid fuels. Next is a review of some basic principles of physics (80 pages) including a rather complete, if fundamental, treatment of transistors and the processes of modulation.

The meat of this book is in the discussions of missile control and guidance systems which follow. Tactics and instrumentation complete the logical organization.

Within the framework of security regulations, which prevent the open publication of specific missile data,and with an appreciation of the newest techniques which occur almost every day and are missing, this book is a contribution to the most complex mechanism in recorded warfare.

As a former Air Force instructor this reviewer appreciates the training value of having a great fund of background and review information gathered in one volume. True much of this is available in other books but one would need a small library to replace this omnibus.

The Armed Forces have an educational problem in training missile technicians. This book should help and it will undoubtedly be a part of many Army, Navy, and Air Force libraries.

A. H. Lytel

PREPARATION OF ARDC TECHNICAL DOCUMENTARY REPORTS. ARDC Manual Nr. 5-1. 34 pages. Air Research and Development Command (June 1957).

This manual specifies the elements that must appear in ARDC Technical Documentary Reports to enable them to be easily identified, controlled, and retrieved. Thankfully, details and opinions on how to write have been omitted in favor of a 45-item bibliography that refers the reader to publications on all phases of reporting from preparation of a draft to reproduction of final copy.

A short introduction and initial chapter orient the user to the ARDC point of view on reporting and the ARDC reporting system. In two compact following chapters, ARDC's requirements are spelled out in detail. The use of italics in printing mandatory elements enables them to be distinguished readily from optional report elements and suggestions. A 20-page appendix adds further details and presents examples.

The mandatory elements are almost entirely material appearing in the prefatory pages and on the covers of ARDC reports. Identifying activity numbers, ASTIA document numbers, and the abstract are examples of mandatory elements. The inclusion of catalogue cards is mandatory only for ARDC activities but is strongly recommended for contractors; this requirement is being established also by other agencies.

The manual is generally easy to use. Some minor improvements in format and style would enhance readability. The type size (apparently the type was reduced photographically) is suitable except for the italics. A number of long, italicized paragraphs demand close examination.

The user of ARDC Manual 5-1 must bear in mind that it supplements but does not supplant more detailed ARDC activity (i.e., Research or Development Center) manuals. The ARDC manual can be obtained from Headquarters, ARDC, Baltimore, Maryland, Attention: RDAPD.

P. S Kennedy

EDITORIAL NOTES

(Continued from Page 4)

sist of those things which are done in consistency with the highest ideals of the society and those things which are not done because they are inconsistent with the same high ideals. An attempt should be made to delineate these.

Education Committee—

(1) Encouragement of technical writing training at Universities, Technical Schools, Secondary Schools and development of courses and curricula for this purpose

(2) Encouragement of technical writing training in industry

(3) Self-education and professional development activities

Special Projects Committee—

(1) To promote, edit and publish a book, or books, in the field of technical writing and editing

Speaker's Bureau—

(1) To line up a group of speakers who are in a position to make speaking tours to local chapters at no cost to the chapter

(2) Establish a list of people who can come with relative ease on a "one vist only" basis to any chapter, at no expense to the chapter

Program Committee (National)—

(1) Compile questionnaire to a representative group of convention attendees asking their opinions about last year's programs and requesting suggestions for this year's program

(2) Prepare a program consistent with the needs of the membership for 1958 convention

1958 Sixth Annual Convention Committee—

(1) Stage 1958 Convention

(2) Work closely with Program Committee

Historical Committee—

Continued effort in compiling the history of the technical writing profession and the societies which represents its practitioners with particular emphasis on the history of STWE

Nominating Committee—

Select qualified nominees with the proper broad experience to guide STWE

Tellers Committee—

Conduct the election of officers

Public Relations Committee—

Place the proper information in the public press

You can expect your National Board:

(1) to arrange for publications catering to the profession and the Society.

(a) a *Review* at high technical level

(b) a *Newsletter* to report the news of the Society and profession as a whole

2. To stage a National Convention, constituting a forum for the exchange of ideas, practices, and plans about technical writing, editing and related activities.

The founding societies have held very successful conventions. The first joint meeting of the two societies was held in the fall of 1956. It demonstrated the possibilities of cooperative effort. Held in New York it drew 700 persons. Numerous papers were given by outstanding speakers and they were well received. Merger plans were announced, and at the 1957 Convention, STWE was born. Again we had a good attendance (800 people), and again the program was excellent.

S. J. Perelman (The Road to Miltown, Simon & Schuster, New York, 1957, p. 259) has poked a bit of fun at conventioneers and just in case some may tend to take conventions for granted, I'm going to quote it.

> "There's nothing so pleasing and nothing so teasing — as an annual conclave of experts. No matter what their specialty, from hair styling to sheep genetics, the authorities in every field nowadays seem to regard it as obligatory to convene in a sacred grove once a year, divide into as many panels as possible to insure a maximum of obfuscation, enshroud each other in verbal cobwebs, and, finally, issue to the press a conclusion any newspaper reader could have reached without leaving his bathtub."

To get real worth out of our conventions, I suggest to you that you must participate and work (even when only listening—take notes). Let us make certain that Perelman's charges won't be laid at our door with any degree of justification. There is only moderate opportunity for the social activities at our conventions for some years to come.

The Board will handle the most inconsiderable administrative functions required to run a society which now has some 2000 members.

The Board will encourage STWE participation in writing and editing activities at every opportunity.

The Board will encourage cooperation with other societies, agencies and organizations who are interested in furthering technical writing and editing as a profession. We must collaborate with these people, always consistent with the circumstances of the particular case, if we are to enjoy a reputation for honesty of purpose.

This much will be done for you, but *the rest is up to the individual member(s) and the chapters.*

This brings you, the individual member(s) face to face with the big question, "What can you do to make technical writing and editing a profession?"

I suggest:

You can work hard, conscientiously, and well, at whatever duties you may have in this field. For those who would approach writing professionally, there is no substitute for "perspiration." The ability to work hard and concentratedly is a gift given only to the few but it can be developed by the many.

You can assume and maintain a high standard of

ethics in all your contacts with fellow writers and editors and will all others with whom you associate. This implies acceptance of such professional responsibilities as competence, integrity, honesty and continuing regard for the public welfare.

You can maintain a high level of competence or qualification in your work and you can reach constantly for even higher levels by continued study. Night school and correspondence courses are commended to your attention. If suitable courses are not readily available to you, inspire or even oranize one.

You can support STWE by participating in all activitives it undertakes or sponsors. In particular, you can participate in local chapter activities by:

(a) Acting on committees or supporting the work of committees; don't sit passively and watch others do the work. You will enjoy working with others who have common interests.

(b) Taking part in panel discussions, workshops, seminars, exhibits, etc. The great value of these programs is that many points of view are brought to bear on common problems; everyone benefits.

(c) Speaking at your own or other chapter meetings, on both formal and informal occasions. You need not be a polished speaker and you will learn by doing. Ask questions, answer somebody else and later offer a short paper. Particularly, try to work up one good program and offer to stage it for a neighboring chapter—ask them to reciprocate.

(d) Promoting, teaching or participating in courses or seminars on technical writing and editing. Every chapter should itself stage, or at least participate in, a seminar in 1959.

(e) Providing ideas and stimulation to the local chapter executives and supporting them at all times. It is your Society and the Executive can't be expected to know what you want unless you speak up.

(f) Contributing to STWE publications and to other publications interested in our field. The *Review* will welcome your more serious material and you will receive fair consideration. A group of referees will review your contribution and help you to get it up to the required professional level.

Every chapter should be able to supply three papers to the *Review,* contribute regularly to the *Newsletter,* line up one exhibition for the Convention, line up three advertisers for the Review and sustain a project such as a Seminar.

I challenge each of you to accept your rightful share in our common purpose, in order that we may see the "bud" break forth in full flower, "The Profession of Technical Writing and Editing."

Irving H. Jenks
President, STWE

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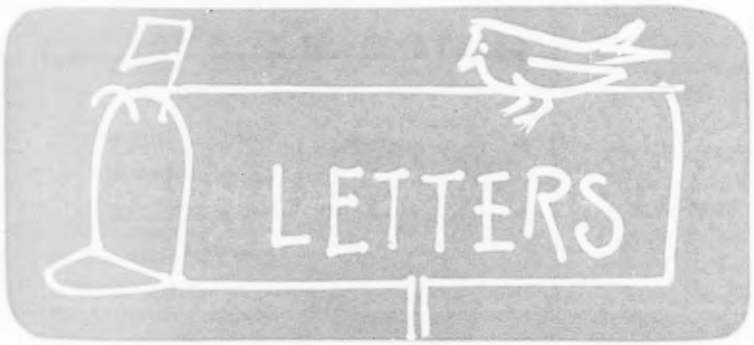

August 18, 1958

Dear Mr. Lytel:

I find much to admire in certain of the features in the July STWE REVIEW. The survey of college courses bearing on technical writing in the article by Susan Shaffer Diebelka is extremely valuable.

A telling point is made in "What the Technical Writer Needs" by A. F. Arader, S. P. Olmstead and E. R. Steinberg. Under "Recommendations for the Job" Olmstead mentions the many duties, other than writing, which persons having the title of "technical writer" may be called upon to perform. One's worth, especially in a small unit, often is measured by abilities in these off-beat fields just as much as the more orthodox operations of writing and editing. Here, I think, is where breadth of technical training enables one to maintain his balance and keep his job.

Also, in the same article, Arader draws an important distinction between the writer and engineer, namely, that the engineer moves from mental images in the direction of physical expressions, whereas the writer operates in the reverse direction; that is, from the physical entities to the symbols. I believe this is very aptly expressed and worthy of consideration by those contemplating entering the field of technical writing.

Thanks again for a good issue.

Yours truly,
D. F. Chichester
Technical Editor
Chas. Pfizer & Co., Inc.
Manufacturing Chemists
Terre Haute, Ind.

August 13, 1958

Dear Mr. Rosolio:

I have read your letter to the editor in the *STWE Review* of July 1958. I cannot give the details of STW publications but I think I can for TWE and STWE.

In the beginning we issued multigraphed bulletins. There were six such bulletins published. All of the bulletins were most informal and only 4, 5 and 6 had anything resembling a cover. For purposes of volume number they did, however, constitute volume 1.

The first issue of the *TWE Newsletter* was called volume 2, no. 1. There were four issues of volume 2. This was for the calendar year 1956. In 1957 there were four issues of the *Newsletter*, volume 3. Your letter indicates that you are missing no. 3 of volume 3. A copy of this issue is enclosed. There have been three issues of volume 4 in 1958. I suggest that you write the editor of the *Newsletter*, perhaps she can supply you with the 1958 numbers. The editor is:

Mrs. Norma Kennedy, Editor
STWE Newsletter
Society of Technical Writers & Editors
P. O. Box 3706
Beechwold Station
Columbus, Ohio

The *TWE Journal* was issued in the spring and winter of 1955, and the spring and fall of 1956. In 1957, I believe there was only one formal issue, this was a joint effort of STW and TWE. Its title was *The Technical Writer* and was published in October 1957. In 1958 volume 5, there have been three issues, January, April and July.

I have an extra copy of the winter 1955 issue which is also enclosed.

The organization has also published the proceedings of its conventions as part of its publication program.

I am sorry that I cannot give you the publication history of STW's publications, but I am sure this will be easy to find out. John Miller of General Electric could probably do it. I am not sure of his addess, but Allan Lytel could forward any query to him.

I hope I have not omitted any items from this brief account of TWE's publication history. If I have, perhaps some of those to whom I will send copies of this letter will advise us.

Thank you for your letter to Mr. Lytel whas has prompted me to write. Apparently the job needed doing.

Yours very truly,
Elsie Ray
The Anaconda Company
New York, N. Y.

August 18, 1958

Dear Mr. Lytel:

Enclosed are "Some Suggestions for Increasing the Effectiveness of Comments on Manuscripts," submitted by one of our editors, Mr. Allie C. Peed, after receiving some particularly frustrating comments on a manuscript.

We feel that many editors and authors would appreciate it if critics of manuscripts would follow some such rules as these. We are therefore sending these suggestions along to you for possible inclusion in a future issue of the *Journal* or a *Newsletter*.

Very truly yours,
J. W. McFarlane
Publications Supervisor
Sales Service Division
Eastman Kodak Company
Rochester, N. Y.

SOME SUGGESTIONS FOR INCREASING THE EFFECTIVENESS OF COMMENTS ON MANUSCRIPTS

1. *Do* be specific. If you don't like a sentence, paragraph, or section, either rewrite it or specify your objections exactly. This will help the author to patch it up without having to contact you.
2. *Do* use a colored pencil or pen in the body of the manuscript so that your notations will stand out.
3. *Do* correct obvious typos, misspellings, and errors in punctuation in the manuscript only. No need to point each of them out in detail in your letter containing the comments. The manuscript will be proofread carefully later, after all of the comments are worked into it.
4. *Do* state your reasons for questioning the accuracy of a statement or paragraph and, if possible, give the name of the person or department where it might be checked. (Underlining a sentence and placing a question mark in the margin is no help to the author.)
5. *Don't* phrase comments as a reflection on the integrity or intelligence of the

writer. Such comments as: "The author appears confused . . .", "The reader has clouded the issue . . .", "The writer's organization is poor . . .", "The author evidently hasn't understood . . .", etc, are unnecessary and serve only to antagonize the author when he is evaluating your comments. The same opinions can be expressed objectively and impersonally. The copy writer has no vested interest in the subject; he is merely compiling information from the best sources at his disposal, and, by his submission of the manuscript to you, he implies a willingness to accept your alterations if you have better information.

6. *Don't* quibble or hedge in comments. If you question a point but have no positive comment to make, at least indicate why you feel that it is questionable.
7. *Don't* make "comments for comments' sake." It isn't necessary to make trifling suggestions just to prove that you read the manuscript. If you find nothing to which you take exception in the manuscript, just say so and save the author some time in trying to evaluate your "fine points."

August 15, 1958

Dear Mr. Hanousek:

Thank you for the copy of the July issue of the *Review*, with the Arader-Olmstead-Steinberg article. I must confess that I was rather annoyed when I saw what had happened to it:

1. Your lead says that because of "space limitations" you decided to condense the talks, yet
   a. at the end of the article (p. 12) you left six and a half column inches blank
   b. in the Dibelka article (pp. 5-9) you
      (1) used one and two-third pages for charts that could be presented in *considerably* less than a page
      (2) left fourteen column-inches blank at the end
   c. for the Herold article (pp. 16-17) you used two full pages to present exactly one page of text.

   In other words, ten pages of material could have been presented comfortably in seven.
2. You "condensed" our talks without either
   a. asking us if we wanted our talks to appear in condensed form
   b. giving us an opportunity to review the "condensation" to see if it adequately represented what we said.

I'm sorry to sound so unappreciative of all the time and energy that I'm sure you are putting into the *Review*. It certainly has improved. But I felt that as an S.T.W.E. member and as a writer who had been mistreated I had to protest. Empty spaces, overblown tables, and twelve column-inches given over to headings for an anticle with only nineteen column-inches of text (pp. 16-17) would be enough to bother me. When such items cause "space limitations" which require "condensation" of articles received, I get thoroughly annoyed. And when such a situation occurs in a *professional* journal put out by technical *writers*, I explode with a letter to the editor.

The matter of condensing without so much as a by-your-leave to the authors I find inexcusable. An editor certainly has a right to edit. But an author has a corresponding right not to let his material be published as edited.

Yours truly,
Erwin R. Steinberg
Head, Dept of General Studies
Margaret Morrison Carnegie College
Pittsburgh, Pa.

It is difficult to answer this in detail. The feeling of most of our members, or at least our letter-writing members, is that no article should be continued on another page which does not directly follow.

The tables which are large were used for emphasis. Ed Herold's article is, perhaps, unique in its layout but we have been keeping the titles in a uniform style.

The article mentioned in this letter was abstracted but we wonder if the meaning was changed. In my own 75 articles in other magazines not once has the editor ever requested permission to edit.

Finally the economic framework. This journal must, at present, have a size which is a function of income. All of these factors of cost, emphasis, and technique are balanced. The result is the Review *you now hold. AL*

June 18, 1958

Mr. Allan H. Lytel

We have a need for 50 reprints of the article "Standardization of IRBM/ICBM Technical Manuals" by Dr. R. McDowell from the April 1958 STWE Review. We will also need copies of the brief biography of Dr. McDowell which appears on page 28. This material is required for internal use within the Company. If reprints are not available, may we have permission to prepare our own reprints?

Thank you for your cooperation.

H. A. Rogers, Supervisor
Technical Publications
Light Military Electronic Equipment Dept.
General Electric Company
Johnson City, New York

The STWE Review *receives many letters, some are praise and others are not. Quite often both types refer to the same article. But this is healthy for it shows we are not of one mind.*

There is another type of letter however which we recive and which is most significant. We have been requested to permit reprints of some of the articles. We feel that the Review *has no objection to this if the article is reprinted for non-commercial use but, as a matter of courtesy, the author's permission should also be requested.*

If however, we receive a request to quote from or abstract an article, as in a book, we feel that this is a matter for the author. Under the doctrine of fair use one can quote small sections of a publication with proper credit. But any abstracting or rewriting or substantial reuse of an article requires the author's permission. The STWE Review *is copyrighted but the rights to any further use of an author's material reverts to him upon request.*

If you plan to use any of the articles published here please write to the author as well as to us.—Ed.

August 8, 1958

Dear Mr. Hanousek:

Many thanks for the July 1958 issue of *STWE Review*. You and your staff are to be congratulated on aiding in the organization and advancement of this important field of technical writing and communications.

I am wondering if you will be so kind as to send me two (2) additional copies of this last issue? I feel the material should be circulated to as many of our people as possible.

Sincerely yours,
John E. Leibfried, Jr.
Manager, College Department
Chilton Company,
Book Division
Philadelphia, Pa.

DAVE BREGER (Cartoons In Technical Manuals) is the creator of the cartoon character "Private Breger of World War II fame, and currently "Mister Breger" syndicated world wide in 194 newspapers daily and Sunday color (King Features Syndicate). He is a member of the National Cartoonists Society and of the Newspaper Comic Council. He is also a member of STWE and is therefore the ideal liaison between the technical editors and the cartoonists. In the interests of both fields, Mr. Breger offers to be volunteer consultant to any technical editor who is interested in utilizing the services of cartoonists. He may be reached at King Features Syndicate, 235 East 45 Street, New York 17, N. Y., MUrray Hill 2-5600.

AVRID F. JOUPPI (A Company Publications Editor's Relationship To Management—How He Can Fit Himself Into The Organization) works in the Educational Relations Section of the General Motors Corporation's Department of Public Relations in Detroit.

ALVIN M. JUPITER (The Technical Manual Based On AR 310-3) is now associated with the Nuclear Products—Erco Division of ACF Industries, Inc. which is located in Washington, D.C. He wrote this article while working for the U.S. Army Chemical Corps Engineering Command at the Army Chemical Center in Maryland.

REYNOLD P. ROSSI (Research, The Road To A Valid Technical Writing Curriculum) is supervisor of The Center for Technical Publications Studies at Fordham University's School of General Studies.

KENNETH G. TONG

(Continued from Page 3)

gained in the field have been an aid in his publications work.

A background providing the most desirable knowledge for the Technical Publications field has been the theory governing Mr. Tong's educational program. He has specifically aimed at non-specialization in any engineering field, but rather a good general understanding of all phases of engineering. His background includes 3 years of study in Electrical and Electronic engineering, a year of Mechanical engineering, a year of Physics and 2 years study in English and Journalism.

Mr. Tong and the former Deborah Boyden of Quincy were married in July 1957 and they now reside at 39A Lee Street in Cambridge, Mass. Mrs. Tong is a buyer at Fileens Department store in Boston.

A great deal of Mr. Tong's leisure time is devoted to work with the new multi-million dollar YMCA in Quincy, Mass. Mr. Tong was appointed a director of this organization in 1956. It is one of the most modern buildings and organizations of its type.

Other activities include sports car and speed boat races. Mr. Tong owns a new competition corvette, and a speed boat which he keeps in Cohasset harbor, Mass. On weekends he can usually be found either at a sports car race or fishing on the ocean.

HAROLD N. SCHLEICH (Research, The Road To A Valid Technical Writing Curriculum) is supervisor of the Technical Publications Research and Testing Laboratory at Fordham University's School of General Studies.

BYRON G. WELS (How To Write The How To) has been writing the HOW TO for more than ten years. In addition, his credits include books on Electronics, Hi Fi, and Amateur Radio. He is currently employed as head of engineering publications at ELDICO Electronics, a division of Radio Engineering Laboratories.

BOOK REVIEWERS:

PAUL S. KENNEDY is associated with the editorial office of the Battelle Memorial Institute in Columbus, Ohio.

ALLAN H. LYTEL is supervisor of the Technical Information Unit in General Electric's Electronics Laboratory at Syracuse, New York.

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